

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1– 15. (Cancelled)

16. (Currently Amended) A method for enhancing viewership of television advertisements, comprising:

receiving, by a digital video recorder (DVR), a program segment containing a commercial break;

playing the program segment to a viewer;

detecting, by the DVR, an in-band signal associated with the program segment, the in-band signal containing information about each of the commercials in the commercial break;

in response to detecting the in-band signal:

creating, by the DVR, a menu based on the information contained in the in-band signal about each of the commercials in the commercial break;

displaying, by the DVR, the menu; and

while displaying the menu, pausing playback of the program segment by the DVR and [[the]] a user is allowed to select between skipping past the menu to continue viewing the program segment and selecting a particular item in the menu.

17. (Cancelled)

18. (Previously Presented) The method of Claim 16, wherein the in-band signal comprises a tag that triggers the DVR to display the menu; and wherein the tag includes information to be displayed in the menu.

19 - 39. (Cancelled).

40. (Previously Presented) The method of Claim 16, wherein the pausing step is triggered by the DVR upon detection of an in-band signal.

41. (Cancelled)

42. (Currently Amended) An apparatus, comprising:

one or more processors;

a receiving subsystem that receives, by a digital video recorder (DVR), a program

segment containing a commercial break;

a playing subsystem that plays the program segment to a viewer;

a detecting subsystem in the DVR that detects an in-band signal associated with the

program segment, the in-band signal containing information about each of the

commercials in the commercial break;

responsive to detecting the in-band signal:

a creating subsystem in the DVR that creates a menu based on the information

contained in the in-band signal about each of the commercials in the

commercial break;

a displaying subsystem in the DVR that displays the menu; and
a pausing subsystem in the DVR that that pauses playback of the program
segment while displaying the menu and [[the]] a user is allowed to select
between skipping past the menu to continue viewing the program segment
and selecting a particular item in the menu.

43. (Previously Presented) The apparatus of Claim 42, wherein the in-band signal comprises a tag that triggers the DVR to display the menu; and wherein the tag includes information to be displayed in the menu.

44. (Previously Presented) The apparatus of Claim 42, wherein the pausing subsystem is triggered upon detection of an in-band signal.

45. (Currently Amended) A non-transitory computer-readable medium carrying one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the steps of:

receiving, by a digital video recorder (DVR), a program segment containing a commercial
break;

playing the program segment to a viewer;

detecting, by the DVR, an in-band signal associated with the program segment, the in-
band signal containing information about each of the commercials in the
commercial break;

in response to detecting the in-band signal:

creating, by the DVR, a menu based on the information contained in the in-band signal about each of the commercials in the commercial break;
displaying, by the DVR, the menu; and
while displaying the menu, pausing playback of the program segment by the DVR and [[the]] a user is allowed to select between skipping past the menu to continue viewing the program segment and selecting a particular item in the menu.

46. (Previously Presented) The non-transitory computer-readable medium of Claim 45, wherein the in-band signal comprises a tag that triggers the DVR to display the menu; and wherein the tag includes information to be displayed in the menu.

47. (Previously Presented) The non-transitory computer-readable medium of Claim 45, wherein the pausing step is triggered by the DVR upon detection of an in-band signal.